

STAGE
SCREEN

PRICE 10 CENTS

Only Theatrical Newspaper on the Pacific Coast

RADIO
MUSIC

INSIDE FACTS

Of Stage and Screen

ESTABLISHED 1924

EDITED BY JACK JOSEPHS

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No. 18

AIR PANIC FOR 'NAMES'

FOOTBALL SPENDERS LOOSEN-UP

SAN FRANCISCO, Oct. 30.—Night clubs and hotels, optimistically hanging on with an eye to better conditions in the near future, are extending fervent prayers of thanks to America's favorite sport—football.

Last Saturday's gridiron engagement between U. S. C. and Stanford was a signal for the untiring of some 75,000 purse strings with San Francisco's better establishments ringing a fat harvest.

Night spots, hotels, cafes, transportation companies, gin paddlers and ginger ale manufacturers took in enough room from that one night to shell over a flock of busi-
ness days.

Every good hotel was packed to the lobby. Root Garden, Silver Slipper, Roberts', Taft's, Tong Room, Jo Mabel's, Marsteller's, Lido and Coffee Dan's turned away customers.

Palace Hotel sold some 2300 dinner. Mark Hopkins was jammed with about 1400. St. Francis had two dining rooms running at full blast. Whitcomb, Sir Francis Drake and Fairmont hotels had more customers than they could handle.

Every speakeasy in town — and that's covering a lot of territory — had an extra deep up the bars, two more deep and money flowed freely as gin.

Stanford-California game on November 22 is certain to follow its annual custom of developing into a night of whoopee that rivals New Year's eve.

On "Big Game" night every college football fan will gal in this part of the state fields of San Francisco with but one thought — celebration, regardless of the victory on the football field.

OAKLAND ORPHEUM PUTS UP NOTICES

OAKLAND, Oct. 30.—Notices have been posted for orchestra members at the Orpheum, warning rise to rumors that vaudre will be jerked from the house. This is denied by Jack Gross, district manager, who states future plans are not completed, but that it is doubtful if vaudre will go out.

BURCH PROMOTED

John Burch, business manager for RKO Radio Pictures, has been promoted to assistant to C. D. White, general studio manager.

Ensenada Kicks Goal After Goal In Opening Play

Playa de Ensenada, hotel and casino, went into the whoopee grid last night, Halloween, with Jack Dempsey, president Jean Nobilette, general manager in attendance. Jack, Frank Jones, one of the executives in charge of the casino, handled the pill for the kick-off. The first shot gave Ensenada a shade over Crofton, Bowman and Long, the trio of backs who made Caliente a starting runner the past season, were serving as the lookouts. Those who questioned Caliente's strength, Crofton in the east likes Madison Square Garden, which points to certain uncertainty regarding control of the Caliente team.

However, Bowman and Long have a formidable offensive for dear old Caliente, and when us that Caliente has a race track, and that's a fine place to do it, the Ensenada team can't break up.

Enters now our Private Nudger, who noses for strictly up-and-up, and ups and tells us that Caliente has a race track, and that's a fine place to do it, the Ensenada team can't break up.

But our Special Snorer slips it that the race track wedge needs expert management to put it through for gain. When we eased Jim Crofton out of the line, he took with a right tackle, who knew how to handle that play.

On top of all this comes the gossip that Crofton may line up with the roulette tables.

STAGE, SCREEN LEAGUE TELLS HOW TO BALLOT

Stage and Screen Voters' League, in addition to urging the election of Senator L. T. Steiger for the Los Angeles county, made the following arrangement of candidates for the election on the November 4 ballot, according to Charles Miller, Secretary-Governor, James Ralph, Jr.; Lieut-Gov. Martin I. Welsh; Secretary of State, Frank C. Jordan; Controller, Ray L. Riley; Treasurer, Charles G. Johnson; Atty. Gen. S. U. Webb; Equalization Board, H. G. Connelly.

Congressman, 10th Dist., Joe Crail; Senator 38th Dist., J. W. McKinley; Assembly 55th Dist., Milton M. Golden.

Superior Judges, Dep't. 1, Arthur Keetch; 2, Carlos S. Hardy; 5, W. H. Newell; 6, T. J. Bishop; 8, Hugh J. Crawford; 9, Walter Hanby; 10, Judge H. C. Clegg.

Constitutional Amendments: 1 to 6; yes, 7; no; 8, 9, 10; yes, 11; no; 12 to 20; yes, 21; no; 22, 25; yes, 26, no.

Municipal measures: 1 to 7, yes; 9, no; 10 to 12, including A, B, C, D of the latter measure, yes.

(Editor's Note)—It is of particular importance that the profession vote No on the 12th amendment, "any Savings" and "any Closings." No registration or identification with studio or stage should fail to cast his or her ballot to defeat these two dangerous issues.

FRANK NEWMAN QUIT

SAN FRANCISCO, Oct. 30.—A surprise was handed local theatre men this week when Frank L. Newman resigned as manager of the management of the Paramount Public Relations in April with general audience attractions for the edification of the Los Angeles folks.

Captain Dempsie of the Ensenada battery to fill out his back line.

The Dempsey lineup offers stop-over privileges when en route to Far West and the like. At Ensenada, he relives the heat under the necklace, and tanned legs aren't keeping any customers away from the roulette tables.

MIDWAY MAN HERE

Henry Meyerhoff of the Fairplay Amusement Co., N. Y., came out on a trip and returned to New York. Meyerhoff will return in April with several new attractions for the edification of the Los Angeles folks.

The first play got away last night under as many Kleigs as they served with a Grauman's holdup. Interior Decorators grabbed dueling at \$15 a ticket with the plazas thrown in, and said it was worth another saw buck.

Jack wasn't taking anything himself; nothing but applause.

OUTSTANDING LINE OF STEPPERS



Acclaimed the outstanding line of ensemble girls, not only on the coast, but in the United States, these Carla Torney trained beauties are routed for a Fanchon and Marco tour in "Way Back When"

Idea, staged for the Leit right, these Milwaukee girls are Misses Dorothy Goess, Adele Klug, Dorothy Gandy, Barbara Gable, Gladys Strack, Norlu Loewenback, Norma Bayer, Marie Donnelly, Marjorie Goodrum, Adlyn Shaffer, Bobbie Clark and Edna Dean Best. Miss Torney recently returned to her school in Milwaukee to train a third line of girls for Fanchon and Marco.

RADIO RUSH TO ACQUIRE PIC. STARS

By ART LA VOYE

For the first time, radio has made a move to put it on a par with the stage and screen.

Big names of pictures, legit and opera are being signed by radio on a hitherto undreamed of extent.

Heavy dough was reported being advanced this week by Columbia Broadcasting Co., which releases mainly on the coast through Don Lee network.

Other leaders in the radio field decided to follow suit, with NBC and CBS already digging up the cash for the investment in names with voices.

Already on the line are Eddie Cantor, Weber and Fields, Uncle Tom, Harry Moran, Frank Fay, Genevieve Tobin, and Lawrence Tibbett. This is declared only a started. Scores of others are reported as engaged in negotiations not having firms.

Eddie Cantor broke the ice, when he got \$7000 for 30 minutes. It's highest time for the big names.

With the market entering the field, making the most visible, the rush for celebs is expected to develop into a panic.

One broadcast recently cost a manufacturer \$60,000 for an hour of coast to coast time, with entertainers costing extra.

And with studios now out after headline talent, big shake-ups in permanent artist staffs seem imminent.

Fred Pym Go

To Henry Duffy

Fred Pym has gone to San Francisco to direct and produce "Dracula" for Henry Duffy. Pym is going to play a part in the show, taking the vampire role, which Bela Lugosi essayed when the show was put on by G. D. Woodward at the Biltmore here.

Pym is thoroughly conversant with the part, having played the bad boy in "Dracula" for Woodward, when the show went on the road, as well as being stage manager for the production.

Probably Pym will tie up for a long engagement as director and player with Duffy. It is a peculiar coincidence that Pym was a director at the Morosco, here, until Duffy took the house over, renaming it the President.

“YOU’LL SEE IT IN FACTS”

AMOS, ANDY BEAT TORRID WEATHER

STOCK PLAYS 'MILK DATES'

A new stock company, the El Camino Players, has just organized to play small local productions at the Lion's Club in each community. Some of the players are from the Pasadena Community Playhouse, while others are from stock companies in a professional background.

Arrangement, up to date, has solved the problem of getting the money for these plays out of the stock players' pockets. With the Lion's Club back of the deal, sell-outs and better have been obtained for almost every engagement.

For instance, in Montecito, the other night, tickets were sold a second time. First, the cushioned seats were sold to citizens, who purchased because the right personification of the character in the chair went unnoticed, and they were re-sold at the box office to late comers.

Next week, tickets will be sold first to citizens, who will then buy for poor children in each community. Club reported not pocketing anything for its efforts.

Next week, tickets will be sold to the Y.M.C.A. for two weeks at a time.

Cross Is Suing Mister Lazarus

Charles Cross and Co., fashion review, was cancelled in the Pre-Roggin era at Million Dollar, So-So.

And stand by, Mister Lazarus, lessor of the house, and also Stradella, Bertie, and Co., booked at the McLeijohn contract subject to Mister Lazarus' approval. Sixteen acts could hang up their wardrobe, but only five sent out their laundry.

Mister Lazarus then sampled Bertie Levey's card of vaude, but for reasons best known to Mister Lazarus, the job of delivering the goods to the public was suddenly turned over to a Mister Curtis.

Now enters our pal, Jack Laughlin, in the Million Dollar, Dough-Bug.

But Jack closed abruptly, which is Spanish for exit. Now Mister Lazarus is back taking McLeijohn for hoofers and warblers. Every time, Yodel.

When all of a sudden, Charlie Cross, all the old reliable mentioned in first paragraph, through his attorney, Charles Summers, says: "I'm outta here for two weeks at a time.

Hearing set for Nov. 3.

SWAGGER PARTY

Swagger Inn, popular rendezvous of vaude, leg and screen celebrities, located at old "Coffee Dan's" on Hill, between Seven and Eighth Streets, staged its first Party, Friday, with Art Varian calling on guests for impromptu bits.

has been getting them over to a big hand. Harold Swoverland is his manager for the venture. Scenery has been loaned by Pasadena Community Playhouse.

For the present, they are playing "Engaged," by W. S. Gilbert, which

BIG SHOTS AT PHILLY MEET

Some of the bigger executives in the motion picture industry will be at the coming Philadelphia convention of the Motion Picture Theatre Owners of America. This meeting will be held at the Benjamin Franklin Hotel on Nov. 11 and 12.

General Snedley Butler, head of the marines, will be one of the speakers. Mayor Harry Mackey of Philadelphia will be another. George Arliss, English actor, is still Governor. Philoch of Pennsylvania gives a definite promise to be present.

Present and the future of motion picture business will be discussed by Adolph Zukor.

Another expected to be present is Harry Cohn, president of Radio-Keith-Orpheum.

Delegations from all parts of the United States and Canada will attend. The convention dinner will be held at the Benjamin Franklin hotel, November 11.

PUB HEADQUARTERS MOVE TO L. A.

SAN FRANCISCO Oct. 30—Coast divisional offices of Paramount Pictures will be shifted to Los Angeles, effective November 1, in a move that takes away from San Francisco the headquarters that have been here since Public broke out from West Coast operation.

Ed Smith, divisional head, will center his activities in the Los Angeles Paramount building as will Al Acord, film holder. Divisional accounting and maintenance departments will remain in the local Paramount.

Since Smith and Acord's public has made weekly and semi-monthly trips to the southern city, transferring of offices is a move to eliminate much of the traveling.

FOX OFFICE MOVES

SAN FRANCISCO, Oct. 30—Another office has been established in local Fox West Coast headquarters in the W. R. 64th building. C. F. Brumley, film holder, and his family have moved from Los Angeles to San Francisco, bringing with him a staff of assistants.

STAR COMMITTED

SAN FRANCISCO, Oct. 30—A complaint is filed by her husband James Harrison, who committed Laura Oral Varney, old time stage player, to Alameda County hospital, where she has pronounced her mentally unable-to-act. She was one of the stars in the Ferris Hartman opera company at the old Tivoli many years ago.

GUINN WITH MARION

Guinn Williams has been signed for a role with Mar on Davis in "The Bachelor Father" at MGM studios.

Award Ceremony Bills Will Hays

Will H. Hays, president of the Motion Picture Producers and Distributors of America, has accepted the invitation of the Academy of Motion Picture Arts and Sciences to be the guest speaker at an annual business meeting and Awards Dinner of the Academy in the Arms Hotel next Wednesday.

General Snedley Butler, head of the marines, will be one of the speakers. Mayor Harry Mackey of Philadelphia will be another. George Arliss, English actor, is still Governor. Philoch of Pennsylvania gives a definite promise to be present.

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TROMBONI'S WOW AT PANTAGES

By BILLY HAMER

Slim Martin is doing a mighty smart act these days. His years about early American history are absolutely "yowping 'em."

He also batons the orchestra through the following musical selections: 1st—medley of former hits, including "Japanese Sandman," "Hot Lips," "Naughty Girl," "Fire of Everything Must Go," and "American Pie." He now brought back many memories, and a consequently brought forth enthusiastic applause; 2nd—Oscar Taylor, who sang "Mandalay," a favorite of the satisfaction of the customers.

A trip to Pantages would convince any critic that Slim is firmly and popularly entrenched as an m.c. of the first rank.

ZELDA SEARS

Zelda Sears is being kept equally busy writing for the screen and acting for it.

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FOOTLITES
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DIMMERS
GELATINE
EFFECTS

Exceptionally torrid weather helped to pull down some grosses, RKO's "Check and Double Check" in the Original in its annual seven-day how, grabbed close to \$33,500, leading the field (Seats 2700, 35¢-65¢).

"Love and War" (seats 2418, 35¢-65¢), "Vaudre and Pique" (seats 23,833, 35¢-65¢), "Romeo and Juliet" (seats 3596, 35¢-65¢), "Vivian and the Rough" (seats 27,000, 35¢-65¢).

"Paramount" (seats 3596, 35¢-65¢), "Vaudre and Pique" (seats 3596, 35¢-65¢), "Vivian and the Rough" (seats 27,000, 35¢-65¢).

"Program" (seats 16,000, 35¢-65¢), "Brother" (seats 27,000, 35¢-65¢), "The Big Trail" (seats 17,749, 35¢-65¢).

"United Artists" (seats 21,000, 35¢-65¢), "The Big Picture" (seats 22,000, 35¢-65¢), "The Big Four" (seats 17,900, 35¢-65¢).

"Egyptian" (seats 18,000, 35¢-65¢), "Paramount" (seats 15,000, 35¢-65¢), "Just Imagine" (seats 15,000, 35¢-65¢), "The Wizard of Oz" (seats 12,833, 35¢-65¢).

"Pantages Hollywood" (seats 3000, 40¢-65¢), "The Big Eight" (seats 2,000, 35¢-65¢), "The Big Four" (seats 17,900, 35¢-65¢).

"Brother" (seats 27,000, 35¢-65¢), "The Big Four" (seats 13,250, 35¢-65¢), "Bert Lytell in 'Brothers'" (seats 20,000, 35¢-65¢).

"Fox Carthay" (seats 16,500, 75¢-150¢, twice daily), "Just Imagine" (seats 15,000, 75¢-150¢, twice daily), "The Wizard of Oz" (seats 12,833, 75¢-150¢).

"Pantages Hollywood" (seats 3000, 40¢-65¢), "The Big Eight" (seats 2,000, 35¢-65¢), "The Wizard of Oz" (seats 12,833, 35¢-65¢).

"San Francisco," Oct. 30.—Amos 'n' Andy, with \$12,000 in advertising, smashed every Orpheum record with \$32,000.

"Warfield" with "Big Trail," \$24,000, "Way for a Sailor" at Fox

"Publix" with "Big Picture," \$24,000.

"St. Francis," deuce francs in "Chevalier" in "Playboy of Paris," \$10,000. "Paramount" with "Laugh and Cry" showed \$12,700. "Mandalay" with "The Wizard of Oz," \$12,000.

"Doo-Way to Hell" at Embassy, \$6,000.

"Moon Carroll Busy" Moon Carroll, Engish screen player, has been engaged for a role in "Dracula," now in production at Universal.

Vaudeville and Presentations

Pictures - REVIEWS - 'Legit'

'THE VIRTUOUS SIN'

PARAMOUNT PICTURE
(Reviewed Paramount)

Good acting and good dialogue make this better than ordinary program release. The dialogue is modern with an attempt to make it a hash of foreign dialect—very commendable.

Story is typical of this type. Woman to save husband tries to seduce General, but fails to do so with him. Both ends happily.

Walter Huston, Kay Francis, and Kenneth MacKenna raise picture from mediocrity.

EX-PILOT'S VIEWPOINT: Average program release from financial standpoint.

PRODUCER'S VIEWPOINT: This one proves that it always pays to go to the best actors. Louis Gassier and George Cukor give good direction, and the dialogue writers, Brown and Gassier, are good.

CASTING DIRECTOR'S VIEWPOINT: Supporting cast of Paul Cavanagh, Eric Kallukurst, Ascar Apief, Gordon McLeod, Victor Potel, and Younce Troubetzkoy do their work well.

Kerr.

'CHECK & DOUBLE CHECK'

RADIO PICTURE
(Reviewed Orpheum)

As scenes, presenting Amos 'n Andy to their followers, picture is good. But labeled by motion picture standards, film does not hold up. In this case, however, the only criterion should be popularity—which will give it high standing.

Humor is typically Amos 'n Andy, and the audience liked it plenty.

EX-PILOT'S VIEWPOINT: The dark boys are just as funny here as over the air; you know what that means in box-office respects.

PRODUCER'S VIEWPOINT: Picture is a piece of smart showmanship and is capable presented.

CASTING DIRECTOR'S VIEWPOINT: Amos 'n Andy speak for themselves. Rest of cast well selected.

'WOMEN WHO TAKE'

MASON THEATRE
(Reviewed October 27)

First legit production by Metropolitan, R-K-O subside, which has taken over the Masons, included a combination of very good and very bad spots. First act needed cutting as does the second scene of the second act. Certain parts are extremely good. Surprise ending clever, but it is exceptionally well worked out.

Staging was beautifully done by J. D. Martin Studios. Settings were so well executed that the audience applauded scenery as the curtain rose on each act.

Act one looked as though an expert interior decorator had furnished a beautiful home, and act two had the best set of modern apartment houses ever used in a stage. Stage setting is one field that needs attention in Los Angeles. Metropolitan must be complimented for taking this step in the right direction.

Morgan Wallace's character is presented powerfully. Next in effectiveness is Frances Beranger. Irene Rich is charming. Olive Tell drew a great hand of applause for her drunken moment of lecturing the heroine. Winter Hall was good, as was Louise MacInnes, Kitte Kelly, William Walling, and Robert Stevens. Allen Pendleton, Wilfred Lucas, Fred Hargrave, Howard Ralston, Kenneth MacDonald, and Lee Shumway—all contributed excellent work. Leland Hodges, as Peter Avery, showed great ability.

Kerr.

'THE BIG FIGHT'

JAMES CRUZE PRODUCTION
(Reviewed Pantages Theatre)

With one exception, everything about this picture is bad. That exception is some well sustained suspense in the first act.

Dialogue of entire picture is abominable. All the old trite words are dragged in for no reason. Plot is thin, and a scene in the Naugahyde can be said of the direction because the material is so bad. Acting is as bad as the dialogue.

EXHIBITOR'S VIEWPOINT: Picture—say it again—was a bust.

CASTING DIRECTOR'S VIEWPOINT: Lola Lane was very poor. Guinn Williams good on this type of part. Ned Sparks, cast, consisting of James Cagney, Robert O'Connor, Wheeler Oakman, are competent as far as the story allows them to be. Stephen Fitchett works up some great laughs—it was good to see him again.

Kerr.

'ONE NIGHT AT SUSIES'

FIRST NATIONAL PICTURE
(Reviewed Warner's Downtown)

A beautiful chorine gives all for the man she loves, and then the ticklish part comes when she asks him that danger is he will find it out. He does not. And that is the story. If you believe in melodramatic fairy tales, here it is. There must be capable supervisors at First National.

EXHIBITOR'S VIEWPOINT: No merit in this production. Only real value lies in Bille Dove's following.

PRODUCER'S VIEWPOINT: Blame lies with those who originally chose the story and whoever adapted the dialogue. Direction is as good as could be expected with

such bad material.

CASTING DIRECTOR'S VIEWPOINT: Douglas Fairbanks, Jr., is improving rapidly in his last stage. Stage setting is one field that needs attention in Los Angeles. Metropolitan must be complimented for taking this step in the right direction.

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Lighting and photography good.

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Kerr.

'DU BARRY'

UNITED ARTISTS
(Reviewed United Artists Theatre)

Dialogue will keep this picture from being anything but an ordinary picture. Direction is good. Photography is good, and the acting is excellent, but it does not click.

EX-PILOT'S VIEWPOINT: Book it as a good program feature.

PRODUCER'S VIEWPOINT: If producers would get competent dialogue writers, it would revolutionize the industry. This picture needs plenty.

CASTING DIRECTOR'S VIEWPOINT: Cast exceptionally good.

Kerr.

'FOX'

SAN FRANCISCO
(Reviewed Oct. 27)

Earl Bellamy himself one batter arranging a Japanese fantasy with Walt Rogers and concert orchestra and Roesser conduct it excellently. Medley of Japanese songs was a success. Several tableaux effects, one with human figures, another with a woman in a white kimono, were well done.

EX-PILOT'S VIEWPOINT: Book it as a good program feature.

PRODUCER'S VIEWPOINT: Early in the show, the organ was spotted early sang a comedy parody on "Sonny Boy" and then into his familiar hoofing routine. Barton and his troupe were well balanced in a line of gags, for okay, now come the Phantoms, reduced to two, who one didn't put in an appearance, all week long, scored with a whirlwind romping and joy as Frank O'Loughlin sang "I'll Be Blue." The 24 girls did some exceptionally good work.

Mel Hertz was at the organ aided by Bobby Garey, jazz singer, and the pair mopped up.

RKO GOLDEN GATE
SAN FRANCISCO
(Reviewed Oct. 22)

This was second of RKO units put together in New York. And it looked, being well balanced with great unit.

Show was augmented by Eddie Quillan, from Hollywood, in his Pathé unit.

Jack McLallen, closed, putting over one of smoothest and funniest comedy turns.

Joseph E. Howard, in the third groove, had a flock of his own tunes, which customers heartily appreciated.

Carlton LaBriola, closed, putting over one of smoothest and funniest comedy turns.

Jack LaBriola, closed, putting over one of smoothest and funniest comedy turns.

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Vaude and Presentations

RKO THEATRE

LOS ANGELES

(Received October 30)

Capacity house greeted Bob Robinson, manager of RKO vaude, and Sandy Lang, presenting his Skating Classic. Much of the business may be attributed to personal appearance of Eddie Quillan on stage.

R. K. Olians, under direction of Dan Russo, left off with medley that will be played at 100 theaters on opening of Depression.

Depression lifted upon Robinson's entrance with comedy.

Sandy Lang's skating troupe had special effect because that went over big with house, bringing demands for repeats. Opened act with Southern Belles on skates in blackface. Acrobatic skating followed, which was good.

Girl tap dancing on roller skates followed with wooden soldier tableau, (on skates) as close. Good and clicked.

Quinton stopped showing a national sport in Norway and Sweden. The "Original Honey Boys" follows to draw great hand with harmonizing and jiggling. Baritone led score of heavy girls, and hatched to sleds, the deer have covered five miles in 14 minutes. Time on a smooth track for the deer hatched to a sly will be fast.

A stable of the fastest deer in Alaska has been shipped off to Nome to Lacey for the events.

Reindeer Races To Be Broadcast By KJR, Seattle

SEATTLE, Oct. 30.—Leading up to three broadcasts in November, KJR is releasing programs at 8:15 a. m. daily, telling about its coverage of races which never have been held on radio before.

These races will be held at Alaska reindeer. Eskimos from the United States' northern territory will drive the Arctic animals.

The first race will be held at Lacey, Wash., near Olympia, the state capital, on November 9, 10 and 11. KJR will run remote lines to the race track, nearly 75 miles from the race track, to pick up description of the activities.

The program each day will consist of a one-mile reindeer race, a one-mile dog race, horse racing and the fastest horses in the Pacific Northwest, and a five-mile feature reindeer race.

Reindeer are hitched to sulcites which are horsedrawn sleds, a national sport in Norway and Sweden. Time in racing deer for the mile is many seconds faster than Man O' War ever made.

Racing deer are heavy and hatched to sleds, the deer have covered five miles in 14 minutes. Time on a smooth track for the deer hatched to a sly will be fast.

9. "Go Home and Tell Your Mother," Robbins.

10. "Kiss Waltz," Williams.

BUD MURRAY OPENS OCEAN PARK BRANCH

Owing to large amount of pupils from San Monica, Ocean Park and Venice, who have taken tap and ballet at Bud Murray School for stage and screen, on 3636 Beverly Boulevard, during the summer, Bud Murray has arranged an affiliation with the Janice Sprague School of Dance, 127 Marine Street, Ocean Park, to act as a branch school.

In addition, a separate branch of the Bud Murray School now is operation to take care of the pupils of the beach town.

Artists in tap, off-rhythm and acrobatics are now in session at the beach school, under personal supervision of Mr. Murray. Faculty consists of Mr. and Gladys Murray, and Marion E. Graham, assistant dance director of RKO Theatre, Los Angeles, and Strand Theatre, Long Beach, Tap and Ballet classes for both school students and children are now in progress at the Los Angeles Bud Murray School, under personal direction of Mary Frances Taylor, professor of tap, and Gladys Murray. Studios are open daily from 9 a. m. to 9 p. m.

Picture was "Big Money," with Eddie Collins, Bob Armstrong, James Gleason and Miriam Segal.

PRUD'HOMME QUIT SACRAMENTO, Oct. 30.—Cameron Prud'homme has stoned out of the Plaza as leading man and is succeeded by Bill Wade of Hollywood. IATSE operates house.

ARTHUR WARD R-K-OING Week of Oct. 29 CAPITOL DAVENPORT, Iowa

OPENING November 3rd, 1930 CHAS. BRADSHAW and his RADIO ORCHESTRA for all daily services over KFWB Radio Station Hollywood, Cal.

Artistic Scene Advertising Curtains By Far the Best in America CURTAINS, SCENES, STYLING BOUGHT FOR CASH OR SCENERY

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Wanted VAUDEVILLE ACTS FOR UNION THEATRES OF AUSTRALIA

Features—Novelties—Troupes Sensational and Wonderful No Single Personalities

We Want the Biggest and Best Variety Acts for THE BEST VAUDEVILLE ENGAGEMENT IN THE WORLD

Ten Weeks Guaranteed Twenty Weeks Option

Regular Acts Communicate With

L. AYRES MANTELL

American Booking Representative Oct. 26 to Nov. 4—Care Bert Levey Office, San Francisco Nov. 6th, indefinitely—Care Bert Levey Office, Los Angeles

I MUST SEE YOUR ACT!

Song Leaders

Retail sales dropped off slightly this week, but nevertheless the Shapiro-Bernstein hit, "Moonlight On The Colorado" still remained on top of the list. The new George Wagner tune, "It Must Be True" came into prominence immediately upon release and should come up.

The lineup is as follows:

LOS ANGELES

1. "Moonlight on the Colorado," Shapiro, Bernstein
2. "If I Could Be With You," Remick.
3. "Here Comes the Sun," Robins.
4. "Cee But I'd Like to Make You Happy," De Sylva, Brown, Henderson.
5. "I'm Yours," Famous.
6. "Three Little Words," Harms.
7. "I'm the Only Thing of You," Feist.
8. "My Baby Just Cares for Me," Franklin.
9. "Go Home and Tell Your Mother," Robbins.
10. "Kiss Waltz," Williams.

SAN FRANCISCO

1. "Don't Tell Her What Happened to Me" and "By All the Stars Above You" were the sole new entries into song leadership, while "I Could Be With You" continued to outsell all others and "Moonlight on the Colorado" had topped up a number of pegs. Top notchers are:
1. "I Could Be With You," Remick.
2. "Here Comes the Sun," Robbins.
3. "Moonlight on the Colorado," Shapiro, Bernstein.
4. "Don't Tell Her What Happened to Me," De Sylva, Brown.
5. "I'm Yours," Famous.
6. "Little White Lies," Donaldson.
7. "Kiss Waltz," Witmark.
9. "I Still Get a Thrill," Davis, Coats and Engle.
10. "By All the Stars Above You," Shapiro, Bernstein.

NORTHWEST

1. "Little White Lies," Donaldson.
2. "I Could Be With You," Remick.
3. "Dancing With Tears in My Eyes," Witmark.
4. "Down the River or Golden Dreams," Feist.
5. "White Blue's," Berlin.
6. "When the Organ Played at Twilight," Santley.
7. "Here Comes the Sun," Robbins.
9. "Three Little Words," Harms.
9. "Wasted Tears," Rex.
10. "Tonight," Cross.

SLIM IN FIFTH

Slim Summerville has completed his fourth annual tour of the U. S. entitled "Hello, America" and has begun work on the fifth of the series, under direction of Harry Edwards.

FOREVER FREE FROM UNSIGHTLY HAIR

A few pleasant RAY-O treatments removes superfluous hair permanently. No sensation whatever in the treatment and the hair will never return. Write for booklet or come in for free and confidential consultation.

RAY-O System

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SAN FRANCISCO

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Hollywood, Calif.
Phone GLadstone 3201

F. & M. Route List

Following is the Fanchon and Marco idea route schedule, with the opening dates, all of the current month, in parentheses beside the name of the town:

PASADENA (6) California Theatre
SAN BERNARDINO (6) California Theatre
LOS ANGELES (5-12) Low's State Theatre
"Espanda" idea
(Staged by Larry Celsi)
Markowitz-Caruso
presenting
Daisy, "The White Horse
John and Harriet Griffith Harry Vernon
May Packer Sunkist Beaumont

ST. LOUIS (7-13) Fox Theatre
"I'm a Little Arrow" Terry Green
Liana Calen Harry Green
Paul Howard
John and Anna Astell
ST. LOUIS (7-13) Fox Theatre
"I'm a Little Arrow" Terry Green
Sylvia Shore and Denny Moore
Harry Smith 12 Union Steppers
CHICAGO (7-13) Coronado Theatre
"I'm a Little Arrow" Terry Green
"Wild and Woolly" Idea
Kirk & Lawrence
Bob Clegg and Eddie Clegg
Harts Krazy Kats
Cecil and Eddie Clegg
Bud Murray Girls

KANSAS CITY (7-13) Panthere Theatre
"I'm a Little Arrow" Terry Green
Liana Calen Harry Green
Paul Howard
John and Anna Astell
ST. LOUIS (7-13) Fox Theatre
"I'm a Little Arrow" Terry Green
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NOW FEATURED IN

Fanchon and Marco's "Seasons" Ideas—en tour

The imitable Warner Bros. featured player

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INSIDE FACTS

Of Stage and Screen

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JEAN ARMAND - General Manager

Vol. XII Saturday, November 1, 1930 No. 18

KFI Reviewed OCT. 28 BY ART LA VOIE RADIO EDITOR

Tuesday evening, 8 to 8:30, witnessed the second NBC coast broadcast of the Violet Ray Music Box program originating from KFI and featuring Patrick and Marsh Violet Ray Dance Orchestra and General Petroleum Trio. Clever fade-in of automobile created illusion of machinery chugging, trucking and gasoline. Kenneth Carpenter (NBC announcer), followed by General Petroleum Trio, was highly featured. The lead number, tenor crooning the old chorale and soft-sounding sax and trumpet work by Violet Ray Orchestra. Program has the promise of a coast-to-coast feature and should be handled as such.

It first numbered "It Must Be True," people's snap fox trot, with tenor solo. "Smooth Soothin' Soul," a new snap fox trot by Kipper Swope announced "Sing Song Grl." Oriental notes weaved into enchanting melody, carried off to perfection by trio, aided by orchestra.

Good harmony and timing. Distinctly masculine with strong voices. "Violet Ray" Orchestra followed directly with "Girl Friend of a Boy Friend" and "Catchy tune" with clever lines, which were missing owing to absence of tenor lead.

Tinkling music box melodies faded in, Kenneth Carpenter orating two minute plug for gasoline and oil. This boy has a voice that should sell him.

"If I Could Be With You" led summary of program. Popular tune and fast moving rhythm. Tempo hurried tenor solo a bit, but otherwise good. A clever bit of trumpet and drum work proved excellent. Tonight, a new and snappy fox trot by Jess Stafford and Jean Rose featured. General Petroleum Trio was one fault with these programs. They should present more of the old "sophomore" stuff.

"Sweet Jenny Lee" was next in line, a good dance piece played by orchestra. Program concluded with "Wedding of Birds," pretty, nicely numbered.

The cleverness in which announcements are handled with sound effects of motor and music box tinkling is a powerful sales factor enhanced by Kenneth Carpenter's announcing. Lengthy sales plugs are avoided and the entire program has atmosphere of compactness and efficiency.



THREE GIRL FRIENDS
EN TOUR HAWAIIAN ISLANDS

JACK SPRIGG

MUSICAL DIRECTOR

R-K-O ORPHEUM

SAN FRANCISCO

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"SONG OF THE FOOL"

AT LOEW'S STATE, LOS ANGELES—NEXT WEEK

and all the big bands are playing

These Robbins Hits

"You're Simply Delish!" . . . "Just a Little Closer" . . . "Go Home and Tell Your Mother" . . . "Here Comes the Sun"

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'WHY CHANGE EXECUTIVES?'

By TED PRICE, Showman-Analyst

I find the series to be interesting and constructive, Very truly yours,

JOSEPH I. SCHNITZER, President of RKO Studios

GATE found himself in a dead end street. He was on a rough wood highway and a huge wall, as massive as a cliff, was in front of him. He had to go through the wall but had been crushed by sense of imminent danger against those who would storm the cinema castle beyond.

The wall had been erected by the maniacs growing eminent;

the wall was the barrier to outer tangles.

Boesies sprawled grotesquely on the base of the wall. Their remains were scattered over the new vacuum. Some of the bodies bore

marks of the struggle, torn and

ripped with compassionate, their valiant

anguish. The rumbling within the wall was great in an ominous crescendo.

More bodies emerged from the wall, one at a time, each carrying

the Leitmanns of production. Vari-

ously accounted were these officers;

tauberers of wit, song, idea and

talent. And they were all in

conflict with each other, cont-

ing to sidestep another body.

It was from the wall in an

accident that the Leitmanns re-

ceived their first blow, a rock-

ooze pimple of a disgruntled rep-

utting the pavement with a high

pop. It wasn't very heavy either

way from the ears. A closer glanc-

eal at the Leitmanns showed them

to be a group of blooming boys

and girls, blushing, scenery cor-

ial and triple action cognos for

them to fight at effervescent war

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to let them ruin this business just because they happen to be the custodians of it?"

"But why fire them?" insisted Gate.

"What is that? A new theme song?" There was a nasty gleam in

Backer's eye.

"No," said Gate, "I crack. Before you unload these

executives look over the replace-

ments. What have they got for the

replacements? What have the leitmanns had before they went

in?"

"May be these boys did muddle the advance with too much talk of the

sex, women, money and

success," said Backer.

"True enough, but you're not

going to help any by changing execu-

tives," said Gate. "You're a

cocky, a tyro, you made mistakes

on you head the day. You hung

on with both teeth and ten

firmly. Oh yes, they were

arbitrary. You were too much with your

head in the clouds. And you

had a lot of bloomers—not

the kind you're thinking of now.

"But you're not the kind you're

thinking of now. There is no sub-

stitute for experience."

"Something's got to be done,"

said Gate. "Take the experience

the Leitmanns have acquired in hand-

ling the materials of production

and use it to attract a good audience

and the relative value of those materials."

Backer scowled.

"Let's get the Leitmanns the same

experience we would a computer,

the nervous and mistaken actor,

Let's take him off to one side and

explain things," pursued Gate.

Surging forward, Schnitzer had

something in the conch shells and

shells, Backer motioned for Gate

and Leit and to come into the private

office. After toasting the good

old handkerchief nature provided,

Gate spoke again.

"TWO THINGS

"Now, first of all, with a feeling

of oneness and a lot in common

with the Leitmanns, two things

we could use in the production

anything that's saleable and useable.

Those two things are

respectively PUNDAMENTS

and RELATIVES."

Backer interrupted. There was a

note in his voice. He had

developed patience and had

many a shoe shine keeping them

out under his feet. "You guys

all your fundamentals and relative

value. Do you know anything

about the practical application

of those things?"

Gate's answer was under the table.

"If you paid me a thousand dollars

and gold I'd give from one metal ticket

to another, the instant I'd get a gag

men, bootleggers, idea toters

and song writers. What species are you?"

"I don't recognize your species."

As there are only two animals

which wear stripes and one has four

feet and being able to take his

leave or leave 'em, Gate passed the

register at Central Casting.

"But why fire him?" objected

Backer, squinted at the stranger.

"Listen, he's good," he growled.

"Am I going to sit idly by and let these

Leitmanns of the articular cinema

do to us?"

"I'm not the one that's

going to sit idly by and let these

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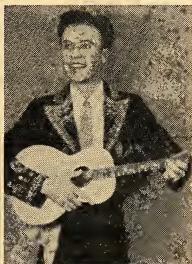
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Marie Herold
"Joe" Larson
Shirley Fair
Peggy Renee
Lowana Jene



FRED GLOSSER
STAGE MANAGER



Abby Green

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SPANISH SENORITAS



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Carol Lloyd
Dorothy Paddock
Yerda Free
Fritzi Mason
Elva Crockett
Myra Shirley



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